

1. At Kellogg, we develop brave leaders who inspire growth in people, organizations and markets. Tell us about a definitive experience that has developed and/or inspired you. (500 words)

I have never been confronted with a challenge that I have not enjoyed or liked to overcome. As an ambitious person, I started my GRE preparation at the beginning of my junior year of college. Since I had a good methodical way of studying, I received a decent score the first time I took the exam. Having a tendency to help people and a dream of becoming a business owner, I thought it would be brilliant if I could start a club where students prepare for the GRE together and share notes and experience.

Starting an organization is always easier said than done. Thus, I put a lot of thought into it. As I surveyed along the streets of campus, and interviewed my friends, I found out that there were more than 50% of students that had plans of going to graduate school. We all had heavy workloads, so I decided to start the club in spring quarter, when students had lighter workloads and were more motivated.

After deciding the club start date, I prepared for the presentations, materials, setup, and locations needed to run this club. With upper division engineering class work, I became jaded and overwhelmed. It occurred to me that no individual could do everything: I needed a partner. The first person came to my mind was Bill, who took the GRE with me but did not get a good score. I wanted him on my team because we were close, and I was reluctant to reach out to a stranger. However, because of our familiarity, he did not put in the effort needed. I came to a realization that I should never mix business with families or crony, because it may hurt the relationship.

I still needed a partner, so I sent out Facebook posts and asked friends. Soon, I met Nick, who had an impressive GRE score and was interested in the position. We met up for hours at a time, getting to know each other, sharing ideas and visions, and dividing work and. Nick indeed provided a lot of insight to forming the club. As spring quarter comes, we marketed our club as “Extra Test Club”. We had an amazing turn-out, and I made this happen.

As the quarter went on, people's passion faded out and less people showed up. Nick felt crestfallen due to the imminent demise of the club. As the founder, I anticipated the setback. I told Nick that we needed to find ways to motivate our members so that they persisted through the tedious process, and ended up with impressive scores. After discussions, we decided to add a group discussion section online, which sent out practice reminders and materials, and also answered any questions they had. During our weekly meeting, we added a quiz that included tricky but useful questions selected and filtered by us.

These improvements worked surprisingly well. Referred by the existing members, more students joined the club and we finished all the meetings as planned. Most of the members did excellent on the exam during the summer, which shows that what I did made a difference in people's lives.